

Approved Audits/Applications Committee 1/21/09

Organization Name: MISSOURI RIVER COUNTRY

**Project Name: Consumer Exhibiting/KX Sports Show
Minot, ND**

Approval Requested

 X Final

 Preliminary

Application Completed by: Carla Hunsley, Executive Director

Date: January 19, 2009

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Missouri River Country requests \$1375 from our Consumer Exhibiting, Trade Show funds (\$10,000) to reserve a booth space for the KX Sports Show, Minot, ND, as well as pay for expenses such as transportation, motel, freight and meals and any misc. items associated with board members exhibiting there.

The board discussed doing a trade show in Minot to attract closer visitors with the unstable gas prices and also Minot attracts Canadians. Therefore we would also connect with Canadians at this Minot Trade Show. We feel that by showing them what we have to offer, we won't be just a drive through region for those traveling to the Parks.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

- 1.1.c Develop five targeted packages for show attendees.
- 1.1.c Disseminate at least 50 leads per show to tourism/recreation partners.

Refer to the portions of your marketing plan, which support this project.

1) Increase arrivals and encourage extended stays and increased expenditures by our frequent repeat visitors by focusing promotions and advertising on the Warm Season, and raising visitors' overall level of awareness of Missouri River Country attractions and activities. The Warm Season is identified as April – October.

2) Promote and support Missouri River Country's newer attractions, including the Ft. Peck Interpretive Center & Museum, the Dinosaur Trail and the Northeast Montana Birding Trail.

3) Seek co-operative marketing opportunities with the state of Montana and other appropriate entities.

- 4) Increase awareness of Missouri River Country and the organization's role in regional tourism development.
- 5) Promote our unique outdoor recreation activities, including hunting and fishing opportunities and the new Brush Lake State Park.
- 6) Promote regional conventions, events and shopping.

How does this project support the Strategic Plan?

Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.
Address management and access issues for sustainable recreation on private, state and federal lands.
Enhance and preserve Montana's culture and history.

You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

Detail pages attached Yes

**(You are not required to use these forms; however, all of the information must be provided in your application for full approval)
Budget page must be attached for approval.**

REGION/CVB PROJECT BUDGETConsumer Exhibiting
KX Sports Show-Minot ND

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0
MARKETING/ADVERTISING:					
		+	\$0	=	\$0
		+	\$0	=	\$0
		+	\$0	=	\$0
TOTAL	\$0		\$0		\$0
TRAVEL:					
Freight/Shipping	\$50	+	\$0	=	\$50
Booth Space	\$275	+	\$0	=	\$275
Transportation	\$300	+	\$0	=	\$300
Meals (dinner receptions)	\$300	+	\$0	=	\$300
Lodging	\$300	+	\$0	=	\$300
Parking	\$50				\$50
Table and Chairs, etc.	\$100				\$100
Misc. (vehicle rental, per diem)	\$100	+	\$0	=	\$100
TOTAL	\$1,475		\$0		\$1,475
OTHER:					
Coordination Costs	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	
TOTAL	\$0		\$0		\$0
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REGION/CVB PROJECT TOTAL	\$1,475	+	\$0	=	\$1,475